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Factors Motivating Uncertainty Over Preferences for Pubic Goods

Factors Motivating Uncertainty Over Preferences for Public Goods

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Final Report

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Introduction

Summary

The purpose of this project was to gain a better understanding of how survey respondents answer stated choice questions when they are uncertain over their own preferences or behavior. The specific good chosen for the project was wildlife rehabilitation. Subjects were presented with either hypothetical or real opportunities to donate money to save one injured of abandoned animal.

Three versions of a survey were designed for this project. All versions included the same demographic, background and wildlife attitude questions. The line of questioning was designed to go from general questions about the participant to specific questions about attitudes and then to questions designed to elicit preferences for the public good, wildlife rehabilitation. The main task of each version of the survey was a series of attribute-based stated choice questions. Two of the versions included a set of choice questions with hypothetical commitments followed by a set of choice questions involving real commitments in the form of a donation mechanism. In this report they will be referred to as the hypothetical surveys. The third version included only a set of choice questions involving real commitments and the donation mechanism, which will be referred to as the real survey. The choice questions and donation mechanism were designed to convey the "realness" of the options given to participants. In the hypothetical surveys, participants were also asked questions about how certain they were of their choice answers. The exact form of the certainty questions varied between the two hypothetical surveys. The surveys also asked a

series of debriefing questions after the main task designed to ascertain the participants' confidence in the "realness" of the choice questions with real commitment and the donation mechanism.

Methodology

Wildlife Rehabilitation

The public good this study employed was wildlife rehabilitation. The concept of wildlife rehabilitation was explained to participants during the survey, as well as some general background. In Pennsylvania only state-licensed wildlife rehabilitators are permitted to provide this good. A local wildlife rehabilitation non-profit organization, Centre Wildlife Care (CWC), was chosen for the subject of the study. CWC was described to participants as well as their goal of releasing animals back into the wild, or if this is not possible, providing care to the animals for life. The financial situation of CWC was also explained to participants. Operations of CWC are funded entirely through donations of time and money. As a result, not all animals can be accepted for rehabilitation due to time and money constraints. Participants taking one of the hypothetical surveys were then told that they would be asked how they would act if they were given the opportunity to contribute to CWC. Participants taking the real version of the survey were told they would be given an opportunity to contribute. The good being offered in exchange for a donation was the acceptance of one animal for rehabilitation of a type chosen by the participant.

Wildlife Attitude Questions

A series of wildlife attitude question were incorporated into the surveys. The questions were based on questions developed by Kellert and by Seimer. For each question participants were given seven options for an answer; "strongly agree," "agree," "slightly

agree," "slightly disagree," "disagree," "strongly disagree," or "no opinion." The questions were asked in three series, which progressed from general attitudes about animals to more specific questions about rehabilitation. The first series was ten questions about general wildlife attitudes. The second series was five questions about wildlife rehabilitation attitudes. The final series was six questions about priorities in wildlife rehabilitation. The final question listed ten animals and their pictures and asked participants to give each animal a priority ranking, from one to ten. Participants could give more than one animal the same ranking.

Donation Mechanism

Both the real survey and hypothetical surveys included a donation mechanism. The hypothetical surveys included hypothetical commitments for a donation and real commitments for donations. The real survey included only real commitments for donations. Participants were paid $20 to take one of the surveys, and if during the survey they chose to make a donation, the amount would be deducted from their payment. Originally donations were in the amount of $10 or $15. During pre-testing the rate of donation was 13 percent. In order to encourage a higher donation rate the donation amounts were lowered to $5 or $10. Since these lower donation amounts may have been unreasonable to cover the costs of rehabilitating an animal, participants were also informed that the study would match $5 of their donation if they decided to make one.

Choice Questions

The main task of each survey was a set of attribute-based stated choice questions. In the case of the hypothetical surveys there were two sets of choice questions each; one hypothetical commitment and one real commitment. The real survey included only real

commitment choice questions. Using these groupings of contingent and real commitments in three different survey versions allows for different combinations of analyses to determine how to determine preferences under uncertainty.

Before the participants were given the choice questions they were given an example choice question to familiarize them. Also before each real set of choice questions, participants were told that one of their answers would be chosen by the computer, at random, to count for real. During the survey it was reinforced several times that they would actually have to donate part of their payment if they chose a donation option. After the first question in the real commitment set of choice questions participants were reminded that their answer may count and asked if their answer was really the one they wanted to choose. They then could continue or go back and change their answer to the first question.

Each set of choice questions included the same series of four choices with the exception of whether the choices were hypothetical or real. For each question participants had to make a decision between three options. The first two options were to donate for a specific type of animal each and the third option was to make no donation. For each donation option participants were given attributes of the choices; the type of animal, an example of an animal of that type, information about whether the animal could be returned to the wild (yes or no), and the donation required for the option.

Certainty Questions

The hypothetical surveys asked participants certainty questions after they selected an answer for each choice question. Certainty was measured on a scale ranging from zero to ten. There were four captions next to the scale at zero, three, seven and ten. At zero was "I am completely unsure which option I would choose." At three was "I think I would choose (participant's choice), but am not very sure." At seven was "I am fairly sure that I would

choose (participant's choice)." And at ten was "I am 100% sure that I would choose (participant's choice)." The text changed to reflect the choice of the participant.

The two versions of the hypothetical surveys were identical except for these certainty questions. The study started with one hypothetical survey. Participants who chose one of the two options requiring a donation would be asked to indicate on a scale how sure they are that they would choose the answer they chose instead of one of the other two options. If the participant indicated they were 100% sure of their choice, they would be directed to the next choice question. If the participant indicated they were less than 100% sure they would be directed to a second certainty question asking them to indicate on a scale how sure they are they would choose one of the two donation options. After this question the participant would be directed to the next choice question. If the participant initially chose not to donate in the choice question, they would then be asked to indicate on a scale how sure they are they would choose not to donate instead of one of the other two questions. Then they would be directed to the next choice question.

After some initial results were examined, it was noted that several participants chose a lower certainty level for the second certainty question than for the first. This was not a logical outcome since a participant should have been at least as sure that they would choose one of the two donation options as they were that they would choose a specific donation option. A second hypothetical survey was then designed to remedy this problem.

In the second hypothetical survey the certainty questions were constructed differently. After participants chose one of the two options requiring a donation, they would be asked to indicate on a scale how sure they are that they would choose one of the two options that requires a donation. Then they would be directed to a second certainty question asking them to indicate on a scale how sure they are they would choose the option they chose instead of the other donation option. The difference between the survey versions is here; the question is

asking about choosing between just the two donation options instead of all three options as in the first hypothetical survey. So logically, a participant's level of certainty for the second question would be independent of their level for the first question. After the second certainty question the participant would be directed to the next choice question. If the participant initially chose not to donate in the choice question, they would follow the same sequence as in the first hypothetical survey.

After the series of choice and certainty questions there were some additional questions trying to gauge certainty. If a participant was less than 100% sure of any of their answers the computer chose the first question of this case. The participant was then reminded of their answer and certainty level for this question and the other options for a question and asked an open-ended question about why they were unable to choose one of the options with 100% confidence. Next they were asked whether they could be 100% sure of what they would do if they were faced with the same choice and their next answer counted for real. If the participant answered yes for this question, they were again asked which option they would then choose. If the participant answered no, in an open-ended question they were asked if they could explain what was keeping them from being 100% sure of their choice. This series of questions provides answers which can help with understanding the uncertainty of participants in contingent valuation studies. If the participant was able to say what they would do with 100% sureness, their answer can also be compared with what they chose when they were asked to make that same choice in the upcoming real donation question during analysis. After this series of questions, or if participants were 100% sure of all of their answers, they were directed to the real choice questions.

Debriefing Questions

In all versions of the surveys after participants had completed the series of real choice questions, they were asked a series of debriefing questions. The aim of the debriefing questions was to gauge participants' confidence in the realness of the donation mechanism. They were asked whether they believed their donation would actually go to CWC, whether they believed CWC would use the money for the type of animal they had chosen and whether an animal would be turned away from CWC if they chose not to donate. Participants who chose "no donation" for every choice question were asked an additional question; how likely it was that they would donate directly to CWC sometime in the near future.

Computer Format

The survey was put into a computerized format for the ease of participants and the investigators. The questions participants were directed to sometimes depend on their previous answers, and the computer survey was automatically able to skip questions or change text based on previous answers. The computerized format allowed for a more dynamic and robust design. The computer survey also automatically recorded participants' coded answers to an output file; along with the time it took for them to answer each question.

The computer survey also allowed the inclusion of voice-over for instructions and selected text as well as pictures. The voice-over was found to be too slow so it was not included in the final version. Originally there were also pictures of the animals on the choice question screens. After comments by some pre-testers that they chose donation options based on the "cuteness" of the animal these pictures were removed. Other pictures of animals at CWC were still included in the survey but pictures that were thought to invoke too much sympathy were removed.

The instructions, descriptions and questions of the survey were spaced out among screens so as not to put too much text on each screen. In most cases there was one question

per screen except for some of the demographic and background questions which were grouped on a few screens. Questions were answered by selecting a checkbox or radio button for multiple choices or writing text in a text box for open-ended questions. Then participants could move on to the next screen by pressing a "Continue" button at the bottom of the current screen.

Participants were only allowed to continue to the next screen if they had answered the current question. Since the Pennsylvania State University Institutional Review Board requires that research participants be allowed to not answer any question they choose, participants were told at the beginning of the survey that they could choose not to answer any question but then they would not need to continue with the survey and would be paid $5 for their time. If participants were allowed to skip questions and continue the survey they may have gotten stuck when the next question depended on one they had skipped.

Implementation

The surveys were given in three stages, two pre-testing and one testing stage. The first pre-testing stage participants were a few graduate students at Pennsylvania State University. The students were asked to make comments or ask questions as they went through the survey. A useful outcome of this pre-testing stage was the removal of the animal pictures from the choice screens.

The second pre-testing stage participants were twenty-three undergraduate students recruited from a class on campus. An announcement was made about the study before class started and a participation sign-up sheet was passed around to be picked up after class. Students who signed up were contacted by e-mail and asked to pick a session time to come in to take the survey. For the second pre-testing and testing stage of the study, two hour sessions were held in a small or medium sized conference room. Participants could sign-up

in for a half-hour window during the session. Five laptops were placed around the conference table and set-up for surveys and five participants could take the survey at the same time. The second pre-testing stage was completed in three weeks during the spring semester. From the pre-testing results it was decided to lower the donation amounts, and add a matching amount.

The testing stage of the study was completed in eleven weeks during the summer semesters. Participants were restricted to include only full-time University Park undergraduate students. Participants were recruited throughout this time by announcing the study, answering any questions and passing out study fliers in undergraduate classes from an array of departments. Participants were asked to e-mail the investigators if they wished to participate or for more information. The original recruitment goal was 200 students, 100 to take the hypothetical survey and 100 to take the real survey. After a few weeks it was decided to add the second hypothetical survey and the recruitment goal was increased to 240 students; 80 for each version. During most of the sessions only one version of the survey was given and the versions were dispersed throughout the study timeline. Towards the end of the testing stage more than one version of the survey may have been given during a session to even out their numbers. The recruitment rate dropped during the middle of the study so it was decided to post study fliers in some of the buildings on campus to boost participation. The testing stage finished with 249 participants, 83 for the real survey, 82 for the first hypothetical survey and 83 for the second hypothetical survey.

During the session participants came in and were asked to sit in front of a laptop. They were given two consent forms to read and sign, one copy was collected and one the participants kept. Then they were given a code to start the survey and were told they could ask the moderator any questions they had during the survey. Very few participants asked

questions. Participants spent ten to twenty minutes from when they came in until they left. The hypothetical surveys took longer on average than the real survey.

When participants had completed the survey a computer screen was loaded which showed the donation and payment information. The moderator recorded the amounts and had the participants fill out their name, address and signature on a receipt for financial records. Then the participants were given payment in cash minus any donation they had made. No participants seemed surprised that donations were actually taken. Some participants requested to make a donation when their choice selected by the computer at random was a "no donation" choice. A few participants also chose to donate their entire payment.

Raw Results

Donation Rates for Real Commitment Choice Questions

	Real Survey	Hypothetical Survey 1	Hypothetical Survey 2
Donation Choice 1	16.7%	18.3%	16.9%
Donation Choice 2	2.4%	6.1%	9.6%
Donation Choice 3	21.4%	15.9%	18.1%
Donation Choice 4	16.7%	20.7%	19.3%

Donation Rates for Hypothetical Commitment Choice Questions

	Hypothetical Survey 1	Hypothetical Survey 2
Donation Choice 1	47.6%	36.1%
Donation Choice 2	42.7%	36.1%
Donation Choice 3	46.3%	43.4%
Donation Choice 4	58.5%	51.8%

Response Frequency for Answers

Gender

Female	Male
119	130
48%	52%

Birthdate

1971	1	0%
1978	2	1%
1979	1	0%
1980	3	1%
1981	3	1%
1982	15	6%
1983	33	13%
1984	66	27%
1985	58	23%
1986	46	18%
1987	20	8%

Pennsylvania State University College

College of Agricultural Sciences	7	3%
College of Arts and Architecture	6	2%
Smeal College of Business	38	15%
College of Communications	18	7%
College of Earth and Mineral Sciences	2	1%
College of Education	14	6%
College of Engineering	38	15%
College of Health and Human Development	39	16%
School of Information Sciences and Technology	3	1%
College of Liberal Arts	54	22%
Eberly College of Sciences	30	12%

Is your major related to economics or business?

No	Yes
177	72
71%	29%

Is your major related to natural resources or the environment?

No	Yes
210	39
84%	16%

Are you a member of an environmental or conservation organization?

No	Yes
233	16
94%	6%

During the last five years, have you ever gone fishing?

No	Yes
105	144
42%	58%

During the last five years, have you ever gone hunting?

No	Yes
218	31
88%	12%

Which of the following best describes you?

Rural	Suburban	Urban
68	149	32
27%	60%	13%

General Wildlife Attitude Questions

I know little about ecosystems or the population dynamics of wild animals

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
1	12	50	55	50	66	15
0%	5%	20%	22%	20%	27%	6%

A dog trained at a task, like herding sheep, is generally a better dog than one owned just for companionship

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
10	3	15	33	31	102	55
4%	1%	6%	13%	12%	41%	22%

I could love a pet as dearly as another person.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
1	55	85	45	17	29	17
0%	22%	34%	18%	7%	12%	7%

I care a great deal about maintaining viable populations of all wild animal species.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
6	44	92	83	17	7	0
2%	18%	37%	33%	7%	3%	0%

I dislike having animals physically close to me.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
2	1	5	18	12	85	126
1%	0%	2%	7%	5%	34%	51%

It is wrong to do something that results in the death of a wild animal.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
4	40	62	64	38	33	8
2%	16%	25%	26%	15%	13%	3%

Wild animals have emotions (love, fear, etc.) similar to human emotions.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
7	42	80	76	18	22	4
3%	17%	32%	31%	7%	9%	2%

It is all right to kill coyotes or mountain lions that kill livestock.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
10	6	35	64	55	61	18
4%	2%	14%	26%	22%	24%	7%

I am not interested in most animals.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
2	5	13	24	36	91	78
1%	2%	5%	10%	14%	37%	31%

I approve of hunting game animals such as deer for recreation and sport.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
6	15	45	56	24	50	53
2%	6%	18%	22%	10%	20%	21%

Wildlife Rehabilitation Attitude Questions

Wildlife rehabilitation should be targeted towards animals that play an important ecological role.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
7	7	69	80	34	45	7
3%	3%	28%	32%	14%	18%	3%

Reducing pain and suffering of individual animals should be the main goal of wildlife rehabilitation.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
9	14	89	95	25	12	5
4%	6%	36%	38%	10%	5%	2%

If an injured animal can be saved, then it should be saved, regardless of what type of animal it is.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
4	56	118	50	13	5	3
2%	22%	47%	20%	5%	2%	1%

Animals that are nuisances to humans should not be rehabilitated.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
7	1	8	27	67	89	50
3%	0%	3%	11%	27%	36%	20%

Wildlife rehabilitation seems like a waste of time and money to me.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
4	2	3	9	40	114	77
2%	1%	1%	4%	16%	46%	31%

Rehabilitation Priority Attitude Questions

Native animal species should be given higher priority than species that are not native to North America.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
21	6	31	55	48	70	18
8%	2%	12%	22%	19%	28%	7%

Less common species should be given higher priority than more common species.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
6	19	86	94	20	21	3
2%	8%	35%	38%	8%	8%	1%

Animals that can be returned to the wild should be given higher priority than animals that can never be returned to the wild.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
14	14	59	81	45	31	5
6%	6%	24%	33%	18%	12%	2%

Animals that play an important rolein the ecosystem should be given higher priority.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
8	23	87	98	18	15	0
3%	9%	35%	39%	7%	6%	0%

Every wild animal is equally deserving of care.

No Opinion	Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
7	35	75	67	42	20	3
3%	14%	30%	27%	17%	8%	1%

Animal Rehabilitation Priority Rating 1-10

Robin

Rating	1	2	3	4	5	6	7	8	9	10
	3	8	11	14	32	37	30	43	25	46
	1%	3%	4%	6%	13%	15%	12%	17%	10%	18%

Chipmunk

Rating	1	2	3	4	5	6	7	8	9	10
	10	9	18	18	41	24	31	35	19	44
	4%	4%	7%	7%	16%	10%	12%	14%	8%	18%

Baby Skunk

Rating	1	2	3	4	5	6	7	8	9	10
	15	12	23	23	39	28	25	27	19	38
	6%	5%	9%	9%	16%	11%	10%	11%	8%	15%

Opposum

Rating	1	2	3	4	5	6	7	8	9	10
	10	12	18	25	36	29	27	34	19	39
	4%	5%	7%	10%	14%	12%	11%	14%	8%	16%

Eastern Cottontail

Rating	1	2	3	4	5	6	7	8	9	10
	8	5	13	17	33	37	32	35	23	46
	3%	2%	5%	7%	13%	15%	13%	14%	9%	18%

Bluebird

Rating	1	2	3	4	5	6	7	8	9	10
	2	2	8	7	34	27	32	44	34	59
	1%	1%	3%	3%	14%	11%	13%	18%	14%	24%

Carolina Wren

Rating	1	2	3	4	5	6	7	8	9	10
	3	3	11	14	33	33	37	41	29	45
	1%	1%	4%	6%	13%	13%	15%	16%	12%	18%

Starling

Rating	1	2	3	4	5	6	7	8	9	10
	8	3	14	12	35	33	32	41	27	44
	3%	1%	6%	5%	14%	13%	13%	16%	11%	18%

Garter Snake

Rating	1	2	3	4	5	6	7	8	9	10
	18	16	24	21	34	25	24	34	17	36
	7%	6%	10%	8%	14%	10%	10%	14%	7%	14%

Musk Turtle

Rating	1	2	3	4	5	6	7	8	9	10
	3	2	7	13	23	25	29	48	36	63
	1%	1%	3%	5%	9%	10%	12%	19%	14%	25%

Have you ever had any experience with wildlife rehabilitation?

No	Yes
204	45
82%	18%

Have you ever heard of Centre Wildlife Care?

No	Yes
212	37
85%	15%

Have you ever donated to a wildlife rehabilitation cause?

No	Yes
211	38
85%	15%

Debriefing Questions

When you made your donation decisions, did you believe your donation would actually go to Centre Wildlife Care?

No	Yes
35	214
14%	86%

When you made your donation decisions, did you believe that Centre Wildlife Care would use your money to care for an animal of the type you indicated?

No	Yes
83	166
33%	67%

When you made your donation decisions, did you believe that an animal would be turned away from Centre Wildlife Care if you did not donate?

No	Yes
159	90
64%	36%

You chose not to donate today. How likely is it that you will donate money directly to Centre Wildlife Care sometime in the future?

Very Likely	Somewhat Likely	Not Likely
9	70	106
5%	38%	57%

Appendix – Selected Survey Screen Captures

Hypothetical Commitment Choice Question 1

Choice #1

Imagine that you faced the choice shown in the table below. Remember that we would match $5 of your donation. Choose one column of the three:

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice	☐	☐	☐

Real Commitment Choice Question 1

Choice #1

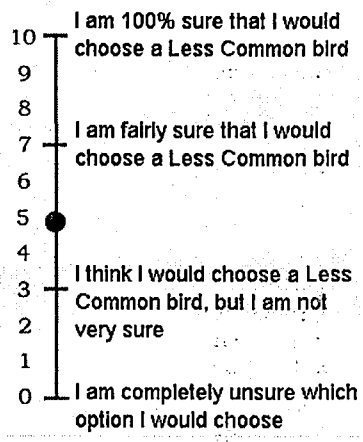
When answering the following question, please keep in mind that your choice could be binding. Remember that we will match $5 of your donation. Choose one column of the three:

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice	☐	☐	☐

Hypothetical Survey 1: Certainty Question 1 – participant chose to donate

You indicated that you would choose to donate $15 to Centre Wildlife Care to allow rehabilitation of a Less Common Bird, such as a Flycatcher or Grosbeak. How sure are you that that is what you would do if you had to make a real decision that involved real animals and real money? On the scale below, indicate **how sure you are** that you would choose a <u>Less Common bird,</u> **instead of** <u>one of the other two options.</u>

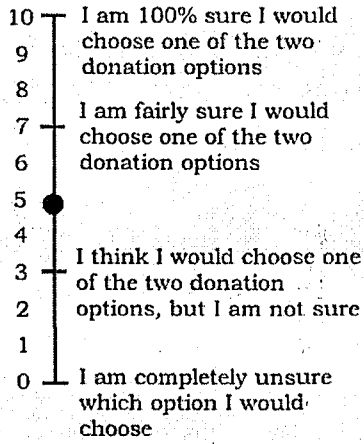
Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice	X		



Hypothetical Survey 1: Certainty Question 2 – participant chose to donate

The option you chose is one of two options that requires a donation and that allows rehabilitation of an animal. How sure are you that you would choose one of these two options, if you had to make a real decision that involved real animals and real money? On the scale below, indicate **how sure you are** that you would choose **one of the two options that requires a donation.**

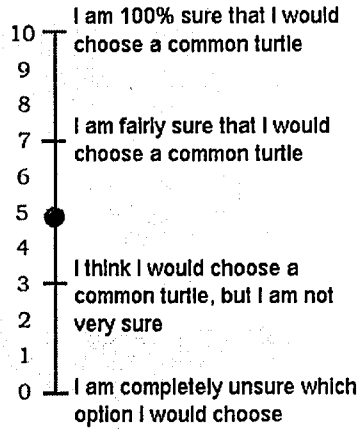
Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice	X		


10
9
8
7
6
5
4
3
2
1
0
I am 100% sure I would choose one of the two donation options
I am fairly sure I would choose one of the two donation options
I think I would choose one of the two donation options, but I am not sure
I am completely unsure which option I would choose

Hypothetical Survey 2: Certainty Question 1 – Participant chose to donate

Suppose that you did choose one of the two donation options. How sure are you that you would choose the option you indicated if you had to make a real decision that involved real animals and real money? On the scale below, indicate **how sure you are** that you would choose a <u>Common Turtle</u> instead of a <u>Less Common Bird.</u>

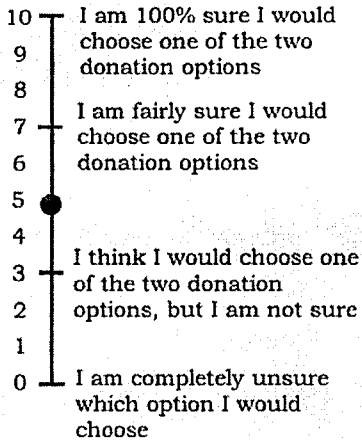
Type of Animal	Common Turtle	Less Common Bird
Examples	Musk Turtle	Flycatcher or Grosbeak
Can this animal be returned to the wild?	Yes	No
Donation Needed	$ 5	$10
My Choice		



Hypothetical Survey 2: Certainty Question 2 – Participant chose to donate

The option you chose is one of two options that requires a donation and that allows rehabilitation of an animal. How sure are you that you would choose one of these two options, if you had to make a real decision that involved real animals and real money? On the scale below, indicate **how sure you are** that you would choose **one of the two options that requires a donation.**

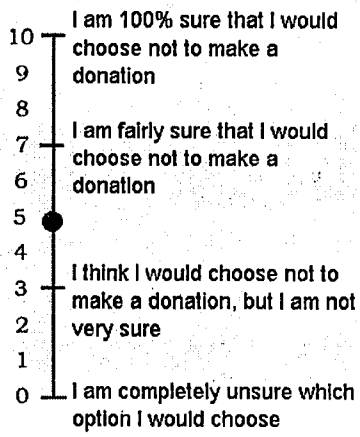
Type of Animal	Common Turtle	Less Common Bird	No Donation
Examples	Musk Turtle	Flycatcher or Grosbeak	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	No	
Donation Needed	$ 5	$10	$0
My Choice			


10
9
8
7
6
5
4
3
2
1
0
I am 100% sure I would choose one of the two donation options
I am fairly sure I would choose one of the two donation options
I think I would choose one of the two donation options, but I am not sure
I am completely unsure which option I would choose

Hypothetical Surveys 1 and 2: Certainty Question 1 – participant chose not to donate

You indicated that you would choose not to donate any money to Centre Wildlife Care. How sure are you that that is what you would do if you had to make a real decision that involved real animals and real money? On the scale below, indicate **how sure you are** that you would choose **not to donate,** instead of one of the other two options.

Type of Animal	Less Common Mammal	Common Mammal	No Donation
Examples	Bat or Weasel	Chipmunk or Skunk	Both Animals will be turned away
Can this animal be returned to the wild?	No	Yes	
Donation Needed	$ 10	$ 10	$0
My Choice			X


10
9
8
7
6
5
4
3
2
1
0
I am 100% sure that I would choose not to make a donation
I am fairly sure that I would choose not to make a donation
I think I would choose not to make a donation, but I am not very sure
I am completely unsure which option I would choose

Hypothetical Surveys 1 and 2: Follow-up Certainty Question 1

For question 1, you indicated that you would choose a Less Common Bird, for example a Flycatcher or Grosbeak, but you were not 100% sure of your choice. Why are you unable to choose one of the three options with 100% confidence? Please type in your answer in the box below.

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice			

You indicated you were 68 % sure of this choice.

I am unable to make this choice with 100% confidence because:

Hypothetical Surveys 1 and 2: Follow-up Certainty Question 2

For question 1, you indicated that you would choose a Less Common Bird, for example a Flycatcher or Grosbeak.

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice			

You indicated you were 68% sure of this choice.

Suppose that you knew that, in the next question asked in this survey, you would be asked to make this choice for real, with real money and real animals. Could you, right now, be 100% sure what you would do?

- ○ Yes, I could state right now what I would do, and I would be 100% sure of my choice
- ○ No, I cannot be 100% sure what I would do

Hypothetical Surveys 1 and 2: Follow-up Certainty Question 3 (answered yes to 2)

For question 1, you indicated that you would choose a Less Common Bird, for example a Flycatcher or Grosbeak.

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice			

You indicated you were 68% sure of this choice.

Suppose that you knew that, in the next question asked in this survey, you would be asked to make this choice for real, with real money and real animals. Could you, right now, be 100% sure what you would do?

- ○ Yes, I could state right now what I would do, and I would be 100% sure of my choice
- ○ No, I cannot be 100% sure what I would do

Which choice would you make?

○ Less Common Bird ○ Less Common Mammal ○ No Donation

Hypothetical Surveys 1 and 2: Follow-up Certainty Question 3 (answered no to 2)

For question 1, you indicated that you would choose a Less Common Bird, for example a Flycatcher or Grosbeak.

Type of Animal	Less Common Bird	Less Common Mammal	No Donation
Examples	Flycatcher or Grosbeak	Bat or Weasel	Both Animals will be turned away
Can this animal be returned to the wild?	Yes	Yes	
Donation Needed	$ 10	$ 5	$0
My Choice			

You indicated you were 68% sure of this choice.

Suppose that you knew that, in the next question asked in this survey, you would be asked to make this choice for real, with real money and real animals. Could you, right now, be 100% sure what you would do?

- ○ Yes, I could state right now what I would do, and I would be 100% sure of my choice
- ○ No, I cannot be 100% sure what I would do

Can you explain what it is that is keeping you from being 100% sure of your choice? Type your answer in the box below: